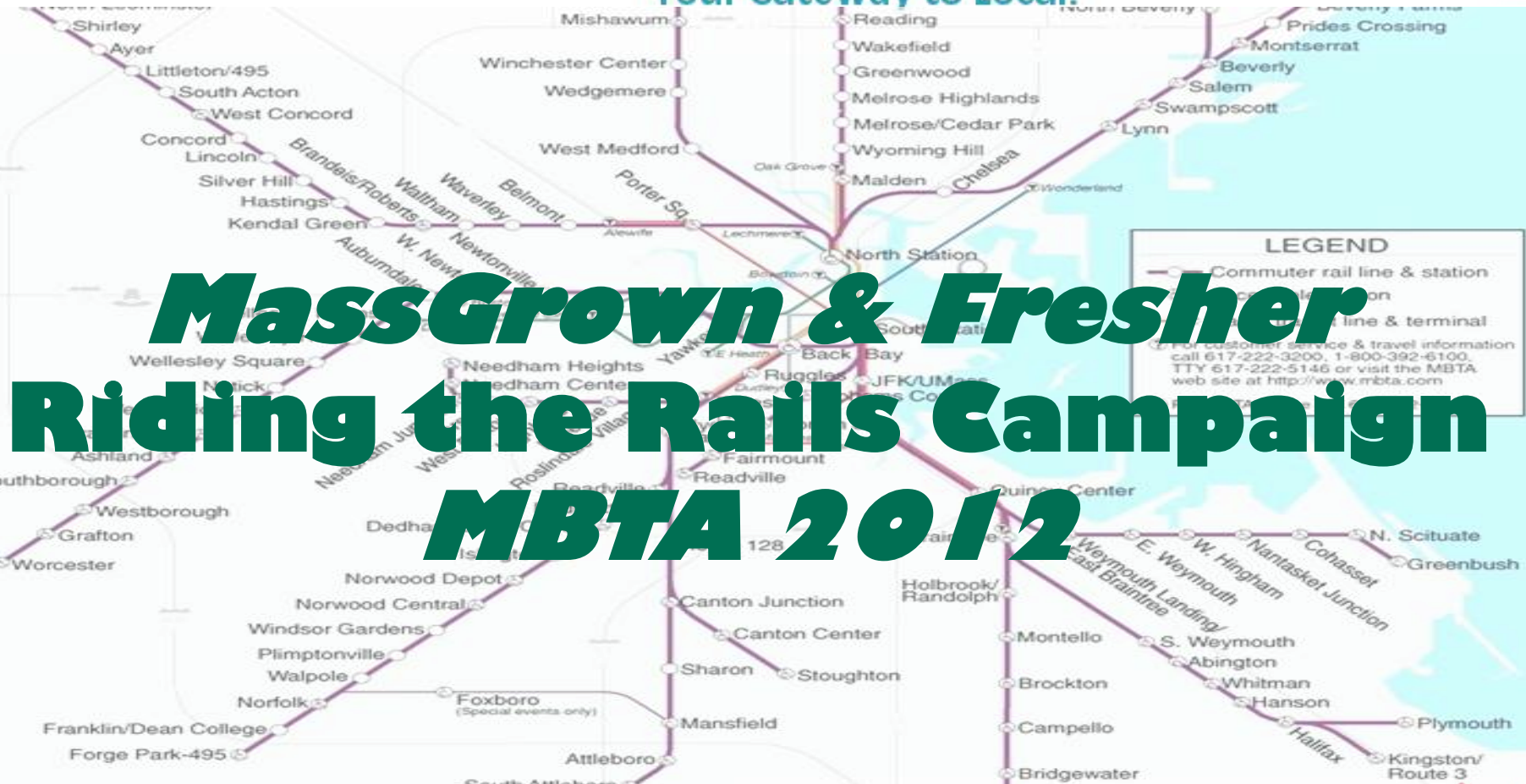




Find us Online

mass.gov/massgrown

Your Gateway to Local!



Last summer's pilot campaign: a Win-Win!



- ✓ Commodity groups pooled resources
- ✓ 300 car cards were displayed on Red and Orange Lines Aug-Oct
- ✓ QR Code linked consumers to Smart Phone friendly-version of *MassGrown*
- ✓ **RESULTS:** greater visibility of MA Ag products & destinations





Next Phase: North/South Commuter Rail

- Overall ridership @ record highs (>175K daily)
- 5th busiest rail system in US
- Average commuter spends 40 min. in close proximity w/ MBTA advertising messages
- Commuter rails incl. South and North Station lines that spider out from Boston to *Kingston, Middleborough, Stoughton, Providence, Franklin, Worcester, Fitchburg, Lowell, Haverhill, Newburyport, and Rockport*



Riding the rails with MassGrown & Fresher



BENEFITS to joining our 2012 MBTA campaign:



- ✓ Reduced rates & bonus coverage
- ✓ Premium visibility on our *MassGrown & Fresher* website*
- ✓ Agri-Google map helps consumers find you fast!
- ✓ Opportunity to leverage \$10K federal specialty crops grant
- ✓ Complementary PR via press releases, TV, radio, social network media, and events we'll organize
- ✓ *MassGrown* page views have “grown” 75% from 2010

** MassGrown & Fresher website ranks high on Google searches; website url is cited in major publications and is linked on Mass.Gov; MassGrown & Fresher page views grew 75%*



MassGrown & Fresher

Help us **MATCH** our \$10,000 specialty crop grant.
You'll get:

- ✓ *4+ weeks of reduced-rate advertising on the North/South MBTA commuter rails*
- ✓ *Bonus coverage on the Red & Orange Lines*
- ✓ *Free PR to major newspaper/magazine publications/radio stations*
- ✓ *Spotlight on our MassGrown & Fresher website*
- ✓ *Frequent mentions on Twitter*



For more information contact Rick LeBlanc at 617.626.1759 or
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